



SEMEN GRESIK

***PRESS RELEASE***

**0001804/HM.01.02/SUP/50048642/5000/08.2020**

**The Supports of Semen Gresik towards Advanced and Upgraded  
MSMEs through Rumah BUMN Rembang**

**Rembang, August 17, 2020-** PT Semen Gresik encourages the capacity building of Micro, Small and Medium Enterprises or MSMEs so that they can advance their business through Rumah BUMN Rembang. This effort aims to spur the development of MSMEs and local products and to stimulate the development of the creative industries sector in Rembang so that it can contribute positively to the acceleration of the area's economic progress.

Rumah BUMN Rembang was initiated and managed by PT Semen Indonesia (Persero) Tbk (SIG) as well as supported by PT Semen Gresik. Rumah BUMN, located at Jalan Jendral Sudirman No. 83 Rembang, is projected to be the center of education, development, and digitization of MSMEs, partnership program and environment development, co-working space, the wall of feedback, the disaster task force of SOEs, and millennial base camps. Due to the pandemic, the management and implementation of activities in the Rumah BUMN Rembang are implemented by abiding the Covid-19 health protocols.

The Head of Communication and Community Development Unit of PT Semen Gresik, Dharma Sunyata, claims that Rumah BUMN Rembang has a variety of facilities and infrastructure supporting the MSME development and the creative industries sector. Various representative facilities, from MSMEs development zone, consisting of workshops (training) place, VIP meeting room, display zone (showrooms), co-working space (room to work together), art and culture corner to millennial base camp in a form of coffee shop as the latest trend.



#### **SEMEN GRESIK**

MSMEs are encouraged to improve their business through training, mentoring, business incubation, networking, as well as the expansion of market access. Therefore, one zone is interconnected with the other zones. The display zone, for example, determines the training (workshop place) that are needed by MSMEs.

Meanwhile, the art and culture corner is a special zone to support the existence of the culture and art activists in Rembang Regency. In this zone, they can perform their creativity, both in traditional and contemporary art and culture. Rumah BUMN Rembang also has a studio that can be optimally used in various circles to maximize its potential.

According to Dharma Sunyata, the facilities in Rumah BUMN Rembang can be accessed for free. MSMEs, the actors of the creative industries sector, or even millennials only need to keep creative and continue to hone their abilities to be able to continue to grow amidst the market competition.

"Rumah BUMN is a form of SIG's real support to develop MSMEs which is proven to have an important role in the growth and development of the national economy. It is also one of our support for local products," said Dharma Sunyata, Tuesday (8/11/2020).

The launching of Rumah BUMN Rembang has yet to be carried out considering the condition of the Covid-19. However, the first workshop for the development of MSMEs has been conducted, for example, through the "Product Photography Workshop" which was held last weekend. The actors of MSMEs and the other various elements of society who were unable to directly attend Rumah BUMN Rembang could still attend this workshop because it was also held via webinar.

Semen Gresik also do many efforts to introduce Rumah BUMN Rembang. One effort was made through the Rembang Harmoni Virtual Show event, which was held last weekend and was able to attract attention from millennials in Rembang and surrounding areas.

One of the MSMEs actor, Mastiah, said that the entrepreneurs' dream in Rembang to "have" one place that could accommodate various quality improvement activities and a variety of MSMEs products was realized through the establishment of Rumah BUMN



**SEMEN GRESIK**

Rembang. The facility is also expected to facilitate buyers both from within and outside of the city or even international ones to build business partnership with MSMEs in Rembang.

"It's a dream come true," Mastiah adds.

One of the actors of the creative industries sector, Arif FAM, also appreciates Rumah BUMN Rembang. According to him, various facilities and infrastructure provided in Rumah BUMN Rembang can stimulate and develop the creative industries sector in Rembang.

"We do need the place, facilities, and various programs to develop. And, Rumah BUMN Rembang is the answer," said Arif, who is engaged in the food photography sector.

---

**Issued by:** PT Semen Gresik

**Date** : August 17, 2020

**For further information, please contact:**

Yeni Indah Lestari

Institutional Relations Manager

Communication and Legal Department

PT Semen Gresik

+62 8113139589